Sift

Auto-Intender Project

Stage 1 Development Complete

- Automatically culled 26,000 "good" leads during month of January
- Began phone survey qualification to better understand the value of the leads (results are encouraging)



Auto-extraction results

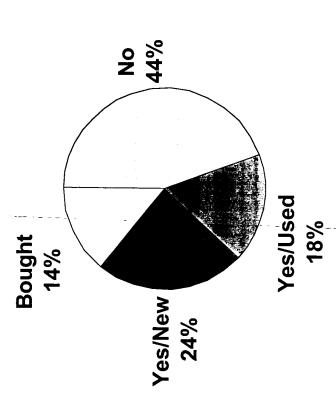
42,000 raw car classified ads culled from 58 (excluding dealer[13,000], or ones with incomplete information or unparsable newspapers during month of January filtered down to 26,000 "good" ads [3000]



Sifft

Survey Results (Very Preliminary)

Phone Survey Results



□ No□ Yes/Used■ Yes/New□ Bought



Forecasts

Current "Lead" Volume rate = 250,000 ads/year culling 58 newspapers

Expect to achieve rate

- 500,000 ads/year by March

- 1,000,000 ads/year May

- 4,000,000 ads/year October

